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METHOD, SOFTWARE AND SYSTEM FOR DEVELOPING INTERACTIVE
CALL CENTER AGENT PERSONAS

ABSTRACT OF THE DISCLOSURE

5 A method, software and system of developing personalities for interactive and/or automated call center applications are provided. According to teachings of the present invention, sample population questionnaires and interviews may be used to identify key personality traits. The impact of the identified key personality traits are then empirically determined.

10 Based on the empirical determination of the key personality traits' impact on customer satisfaction, a plurality of personality profiles may be generated for evaluation. A plurality of application types and voice talents may then be employed to evaluate the impact of each personality profile on customer satisfaction, for different user populations and different types of automated systems. The personality traits for each

15 automated system are preferably rated and reviewed to ensure a system accurately represents the identified key personality traits. The various voice talents may also be evaluated to identify those traits best at conveying a desired personality.

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